

The Profile of Travelers in Minnesota June through May (2005-2006 and 2007-2008)

Prepared for:

Explore Minnesota Tourism
State of Minnesota



UNIVERSITY OF MINNESOTA



and

**Minnesota Arrowhead Association
Minnesota Heartland Tourism Association
Southern Minnesota Tourism Association
Metro Tourism Committee**

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1.0 Introduction

The purpose of this report is to summarize the key findings from the Minnesota Traveler Profile Study and the data collection process employed. The traveler profile is part of a 12-month economic impact and traveler profile research study for the State of Minnesota. The research approach employed is designed to capture economic impact data (i.e., economic impact of traveler expenditures on the state of Minnesota) and traveler profile data concurrently. A similar 12-month study was conducted for the same period in 2005-2006.

For the Traveler Profile Study, in-person intercept interviews were conducted among travelers in Minnesota. To qualify for the survey, the traveler could not reside in the immediate area and had to be either spending at least one night in the area or, if a day traveler, had to have traveled at least 50 miles from home.

Davidson-Peterson Associates previously prepared reports for each of the first three seasons of the year-long study. This is the final report and incorporates the data collected over the 12-month period to provide an annual traveler profile. The results reported for the annual traveler profile study are based on a sample of Minnesota travelers which was balanced so as to be directly proportional to the estimated number of travelers by region and season. In contrast, the results summarized in the three previous seasonal reports (Summer 2007, Fall 2007, and Winter 2007-2008) were based on actual completes and not the balanced completes.

This report provides results from interviews of travelers throughout the state during the *summer, fall, winter, and spring* seasons. Interview responses from the 2007-2008 study period have been combined with interview responses from the 2005-2006 study period for presentation and analysis in this report. The combined data yield results that are more reliable and representative than the results for either of the two interview periods alone – the effect of roughly doubling the sample size and including traveler interviews at a broader selection of traveler sites.

The seasonal data was collected according to the following interviewing schedule by season:

Season	Interviewing Period
Summer	June – August
Fall	September – November
Winter	December – March
Spring	April – May

Note that the definitions for the winter and spring seasons, i.e., the months included in each season, differ from the 2005-2006 study to the 2007-2008 study. Therefore, the data presented for the winter and spring seasons in this report is not comparable to what was reported in the 2005-2006 annual report.

Please refer to Section 5.0 Methodology for a more detailed explanation of the research procedures.

A summary of the findings in total, by region, and by season are presented in the following sections. Wherever differences among *regional* or *seasonal* results are discussed in the findings, the differences are significant at the 95% confidence level. Refer to the appendix for an explanation of significant differences and tables that show all significant differences among survey results by region and then separately by season.

2.0 Executive Summary

2.1 Introduction

The purpose of this report is to summarize the key findings from the annual Minnesota Traveler Profile Study. The traveler profile is part of a 12-month economic impact and traveler profile research study which was a joint project with Explore Minnesota Tourism, the University of Minnesota Tourism Center^{*} and the Minnesota Arrowhead, Minnesota Heartland and Southern Minnesota Tourism Associations and the Metro Tourism Committee. The research approach employed is designed to capture economic impact data (i.e., economic impact of traveler expenditures on the state of Minnesota) and traveler profile data concurrently. A similar 12-month study was conducted for the same period in 2005-2006.

The Traveler Profile report provides results from a total of 4,315 surveys of travelers intercepted throughout the state during the combined periods of June 2005 through May 2006 and June 2007 through May 2008.

2.2 The Findings

Typically, Minnesota travelers were middle-aged and white. The vast majority lived in the United States and nearly half were Minnesota residents.

Most travelers in Minnesota were taking a vacation or short pleasure trip, traveling in parties of two or three people, and staying a total of three to four nights. Also, most travel parties had no children younger than 18 in them and a large majority were repeat travelers having taken at least one pleasure trip in Minnesota in the last 5 years. Most travelers stayed in paid

^{*} The University of Minnesota Tourism Center is a collaboration of the College of Food, Agricultural and Natural Resource Sciences and the University of Minnesota Extension Service.

accommodations and the most frequently cited activities were dining out, shopping, and for many fewer, visiting friends or relatives and sightseeing or driving for pleasure.

Regional Comparisons

- Travelers in the **Metro region** were less likely to be Minnesota residents than those traveling in other regions. Instead, the Metro region drew the majority of its travelers from out-of-state and a broader market base given the dispersion of states. A higher proportion of Metro travelers were first-time travelers in Minnesota versus travelers in other regions. The incidence of travelers citing “business or work” as their trip purpose was highest in the Metro region as was staying in a hotel/motel/historic inn.

The most frequently mentioned activities among Metro travelers were: dining out, shopping, attending festivals, events, and performances, and to a much less degree, visiting friends or relatives. Metro region travelers were more likely to attend events (fairs or festivals, amateur sporting events, professional sporting events, popular music concerts or shows) than travelers in other regions.

- The **Northcentral/West region** attracted a higher proportion of travelers from its neighboring state, North Dakota, than did other regions – particularly the Fargo-Valley City DMA. Northcentral/West region travelers were more likely than those in other regions to have larger travel parties, to be traveling with children, and to be visiting friends and relatives on their trip.

Shopping for gifts or souvenirs, sightseeing or driving for pleasure, gaming at casinos, visiting state or national parks and participating in physical outdoor activities (specifically fishing, swimming, boating, golfing, jet skiing, and ATV driving with the highest mentions) were more prevalent activities among Northcentral/West region travelers than they were among Metro and Southern region travelers. A small number of Northcentral/West region travelers mentioned participating in winter sports –

downhill skiing or snowboarding, snowmobiling, ice fishing, and cross-country skiing – although the incidence of participating in winter sports was still higher than among Metro and Southern region travelers.

- Travelers in the ***Southern region*** were older than were travelers in other regions. Aside from Minnesota, the highest proportion of travelers came from Iowa. When compared with travelers in other regions, Southern region travelers were least likely to be traveling for a vacation or short pleasure but more likely to be traveling for personal reasons (e.g., wedding, funeral, medical, etc.).

Southern region travelers participated in a variety of activities while on their trip, and similar to travelers in other regions, dining out was the activity cited most often. There is no particular activity among Southern region travelers emerging as significantly higher than among travelers in all other regions, suggesting a more diverse activity profile.

- The ***Northeast region*** had the highest proportion of in-state travelers, especially those from the Twin Cities, when compared with other regions. Northeast region travelers were also more likely to have traveled in Minnesota frequently in the past five years. The incidence of staying in paid accommodations was highest among travelers in the Northeast region.

When compared with travelers in other regions, Northeast region travelers were more likely to be engaged in activities such as: sightseeing or driving for pleasure, driving on scenic byways, hiking, visiting state or national parks, visiting historic sites, taking in city sites, and visiting other [than art] museums. A small number of Northeast region travelers mentioned participating in winter sports – downhill skiing or snowboarding, snowmobiling, ice fishing, and cross-country skiing – although the incidence of participating in winter sports was still higher than among Metro and Southern region travelers.

Seasonal Comparisons

- When compared with travelers in other seasons, **summer season travelers** were more likely to be on a vacation or short pleasure trip, with a modestly larger travel party size including children, and staying longer. The proportion of travelers staying in resorts was higher in the summer versus other seasons. Participating in activities such as sightseeing or driving for pleasure, taking in city sites, driving on scenic byways, fishing, lake/river swimming, wildlife viewing, and biking was more predominant among summer travelers than those in other seasons.
- **Fall season travelers** were most likely to be traveling without children in their travel party and to be visiting friends or relatives. They also had the highest incidence of staying in unpaid accommodations. When compared with travelers in other seasons, a higher proportion of fall season travelers participated in the following activities while on their trip: attending events (fairs or festivals, sporting events, shows or performances, etc.); shopping at malls, outlets, and shopping for arts, crafts, and antiques; and visiting museums, indoor water parks, and Indian areas.
- Compared with summer and fall season travelers, **winter season travelers** were more likely to be men. The incidence of traveling for business reasons and staying in paid accommodations was also higher among winter season travelers than summer and fall travelers. Attending amateur sporting events was a more prevalent activity among winter travelers than among summer and fall season travelers. Winter season travelers were more likely than those in other seasons to dine out and downhill ski or snowboard, snowmobile, ice fish, and cross-country ski.
- The **spring season** had the highest proportion of in-state travelers and those staying in paid accommodations compared with travelers in other seasons. Similar to the winter season, travel for business or work was more likely in the spring season than in the summer or fall.

The proportion of spring season travelers who attended amateur sporting events was also higher when compared with summer or fall travelers. Spring travelers were more likely than winter travelers to sightsee and drive for pleasure, sometimes on scenic byways. They were also more likely to hike, visit state or national parks, and historic sites than their winter counterparts.

3.0 The Profile of Minnesota Travelers by *Region*

This section details the findings concerning the profile of Minnesota travelers *overall* and by each of the four *geographic regions*: Metro, Northcentral/West, Southern, and Northeast using combined data for June 2005-May 2006 and June 2007-May 2008.

3.1 Demographic and Socioeconomic Profile

- The average age of travelers was 44.5 years. Travelers in the Southern region tended to be older on average (47.3 years) when compared with travelers in other regions.
- The median household income was \$68,200. Median incomes were highest among travelers in the Metro (\$74,000) and Southern (\$71,200) regions and lowest in the Northeast (\$61,800) and Northcentral/West (\$57,800) regions.
- Nine travelers in ten identified themselves as white (91%).
- The vast majority of travelers lived in the United States (96%) and just under half were residents of Minnesota (44%). Beyond Minnesota, the leading states of residence were the contiguous states of Wisconsin (7%), North Dakota (6%), Iowa (4%), and South Dakota (2%), plus major population center states of Illinois (3%), Michigan (2%), California (2%), and Texas (2%). Only 2% of travelers were Canadian.

The Northeast region had the largest proportion of travelers from within Minnesota (66%) followed by the Northcentral/West (49%) and Southern (48%) regions. The Metro region received only one-third of their travelers from in-state (32%).

Northcentral/West region travelers were more likely to reside in neighboring North Dakota (22%) versus travelers in other regions.

The Metro and Southern regions were more likely than those in other areas to have received visitors from other states not included in the top nine states (24% and 12% respectively).

- The leading Designated Market Area* (DMA) of residence among Minnesota travelers was Minneapolis-St. Paul, with one-third (30%) living there. Roughly 10% of Minnesota travelers lived in the Fargo-Valley City DMA and 6% in the Duluth-Superior DMA.

About half of Northeast travelers (48%) lived in the Minneapolis-St. Paul DMA – a higher proportion than Minneapolis-St. Paul DMA residents traveling in any of the other three regions (37% Southern, 31% Northcentral/West, and 21% Metro). Northcentral/West region travelers were more likely than those in other regions to reside in the Fargo-Valley City DMA (32%).

* Designated Market Area or DMA is a group of counties in the United States that are covered by a specific group of television stations. There are 210 DMAs in the United States.

Table 3.1:
Demographic and Socioeconomic Profile

		Region			
		North-central/ Metro West Southern Northeast			
State Total June through May 2005-2006 and 2007-2008					
Base:	4315	1952	884	823	655
Age:					
18 to 24	9%	8%	10%	7%	14%
25 to 29	9	8	11	7	11
30 to 39	19	19	21	16	20
40 to 49	23	24	23	23	23
50 to 59	21	24	20	20	18
60 to 64	7	5	5	12	6
65 and older	9	8	8	12	6
No Answer	3	3	1	4	3
Average Age	44.4	44.8	43.1	47.3	41.8
Income:					
Less than \$25,000	8%	6%	14%	6%	9%
\$25,000 to \$34,999	8	6	13	7	9
\$35,000 to \$49,999	13	12	14	14	16
\$50,000 to \$74,999	21	22	22	18	21
\$75,000 to \$99,999	16	16	13	18	15
\$100,000 to \$124,999	11	13	9	11	9
\$125,000 to \$149,999	4	5	4	4	4
\$150,000 or more	8	10	6	7	5
No Answer	11	11	5	15	11
Estimated Median Income	\$68,200	\$74,000	\$57,800	\$71,200	\$61,800
Gender:					
Male	48%	49%	49%	45%	47%
Female	48	48	47	51	46
No Answer	4	3	3	3	7
Racial/Ethnic Background:					
White	91%	90%	89%	94%	92%
Black	2	3	3	1	1
Hispanic	2	3	2	1	1
American Indian	2	1	3	1	2
Asian	1	2	1	1	1
Other	1	1	1	1	1
No Answer	2	2	2	2	3

* Less than 0.5%

**Table 3.1 (continued):
Demographic and Socioeconomic Profile**

State Total June through May 2005-2006 and 2007-2008		Region			
		Metro	North- central/ West	Southern	Northeast
Base:	4315	1952	884	823	655
Residence:					
United States	96%	94%	97%	98%	94%
Minnesota	44	32	49	47	66
Wisconsin	7	9	1	8	6
North Dakota	6	2	22	1	2
Iowa	4	3	3	10	2
Illinois	3	4	2	3	1
South Dakota	2	2	2	3	*
California	2	2	*	2	1
Texas	2	2	1	2	*
Michigan	2	2	*	2	1
Other state	15	24	8	12	4
State not specified	10	11	9	8	11
Canada	2	2	2	1	4
Another Country	1	2	*	1	1
No Answer	1	1	1	*	1
Residence by DMA:					
Minneapolis-Saint Paul	30%	21%	31%	37%	48%
Fargo-Valley City	9	5	32	1	3
Duluth-Superior	6	5	3	1	18
Rochester-Mason City-Austin	3	3	2	6	1
La Crosse – Eau Claire	2	2	*	3	2
Chicago	2	3	1	2	1
Sioux Falls (Mitchell)	2	2	2	3	*
Des Moines – Ames	2	1	1	3	1
Other DMAs	29	40	16	33	10

* Less than 0.5%

Note: States with responses less than 2% among the total sample have been aggregated into the “Other state” category.

Note: DMAs with responses less than 2% among the total sample have been aggregated into the “Other DMAs” category.

3.2 Travel Party and Trip Profile

- Three travelers in five were on a vacation or short pleasure trip (59%), while one in five (21%) was traveling for personal reasons (e.g., a wedding, funeral, medical, etc.).

Travelers in the Southern region were least likely to have been on a vacation or short pleasure trip (45%) as compared to the Metro (51%), Northcentral/West (76%) and Northeast (79%) regions. In contrast, travelers in the Southern region were more likely than those in other regions to have been traveling for personal reasons (32%). Travelers in both the Metro and Southern regions were more likely to travel for business reasons (20% and 15%) and for conventions/conferences (13% and 10%).

- The average party size was 2.7 people. Travelers in the Northcentral/West and Northeast regions were likely to have larger travel parties (3.0 and 2.8 people) than were those in the Metro (2.6) or Southern (2.6) regions.
- The average number of nights travel parties intended to stay overnight in the area was 3.4 nights. Travelers in the Northeast region had the shortest average length of stay (2.9 nights).
- Two thirds of Minnesota travelers had no children younger than 18 in their travel party (69%). Travelers in the Northcentral/West region were more likely to have children in their travel party (38%) than were those in other regions.
- Four travelers in five had taken a pleasure trip in Minnesota during the last five years (83%). Travelers in the Metro and Southern regions were more likely than those in other areas to be first-time travelers to Minnesota (26% and 16%).
- The estimated median number of trips in Minnesota in the last five years was 5.2. Travelers in the Northeast have taken more Minnesota trips in the last five years (7.3 trips) than did travelers in the Metro and Southern regions (4.0 and 5.7 trips respectively). Northcentral/West region travelers have taken more Minnesota trips in the last five years (6.4 trips) than did Metro travelers (4.0 trips).

- Two-thirds of travelers stayed in paid accommodations (69%), primarily hotels or motels (58%), with fewer staying at resorts (4%), bed and breakfasts (1%), or vacation rentals (1%).

In general, travelers in the Northeast region were more likely to stay in paid accommodations (75%) than travelers elsewhere in the state. When compared with other regions, travelers in the Metro region were more likely to stay in a hotel/motel/historic inn (65%) while Northcentral/West travelers were less likely to stay in a hotel/motel/historic inn (44%). More Northcentral/West region travelers (11%) chose a resort for their paid accommodations than did so in other regions.

- Only 16% of Minnesota travelers stayed in unpaid accommodations – a much lower proportion than the 69% who stayed in paid accommodations. Most of those who stayed in unpaid accommodations stayed at the home of family or friends. Travelers in the Northeast region were less likely to stay at the home of family or friends (7%) than travelers in other regions (12% to 16%).
- Fifteen percent of Minnesota travelers were on a daytrip (15%). Travelers in the Northcentral/West region were less likely to be on a day trip (8%) than were travelers elsewhere in the state (14% to 17%).
- Travelers mentioned numerous activities that they participated in during their trip: dining out (68%), shopping in at least one of five categories (55%), participating in one or more outdoor activities among the 17 listed (44%), attending at least one of seven categories of events (39%), visiting friends or relatives (29%), and sightseeing or driving for pleasure (23%) were among the most frequently mentioned trip activities.

General Activities

Travelers in the Metro, Southern, and Northeast regions more frequently mentioned dining out as an activity (69%, 69%, and 70%) than did Northcentral/West region travelers (64%).

Northeast travelers were more likely to participate in sightseeing/driving for pleasure (45%) and driving on designated scenic byways (32%) than were travelers in other regions. Metro and Northeast travelers were more likely to take in city sites on their trip (21% and 24%). A higher proportion of travelers in the Northcentral/West region participated in casino gaming (23%) than did travelers in other regions. Participating in nightlife or evening entertainment was less prevalent among travelers in the Southern region (11%) than in other regions (15-21%).

Shopping

Travelers in the Southern and Northeast regions were less likely to have selected any type of shopping as an activity engaged in (46% and 49%) during their trip as compared with Metro (60%) and Northcentral/West (56%) travelers. Northcentral/West and Northeast travelers reported a higher incidence of shopping for gifts and souvenirs (33% each) as compared to Metro and Southern travelers (22% each). Of the four regions, Metro region travelers were most likely to have shopped at the Mall of America (33%). General or mall shopping was less prevalent among travelers in the Northeast region (15%) than among travelers elsewhere (23-24%).

Visiting People or Places

Northcentral/West travelers were most likely to visit friends and relatives (39%). State or national parks in Minnesota were predominantly visited by travelers in the Northeast (33%) and Northcentral/West (21%). Travelers in the Northeast were most likely to visit historic sites (24%) and other [than art] museums (16%).

Active Recreation

Participation in active recreation was most likely among Northcentral/West and Northeast regions (71% and 66%) and least likely among Metro region travelers (27%). When compared with other regions, Northcentral/West travelers more often cited fishing (28%), pool swimming (23%), lake/river swimming (20%), motor-boating/water skiing (16%), and golfing (14%) as the active recreation they participated in most frequently while on their trip. Hiking was the most prevalent outdoor activity among travelers in the Northeast (34%) followed by pool swimming (16%), fishing (12%), and wildlife viewing or bird watching (12%).

Attending Events

Metro region travelers were more likely to have attended events (50%) than were travelers in other regions, particularly fairs or festivals (19%) and amateur sporting events (11%).

Table 3.2:
Travel Party and Trip Profile

		Region			
		North-central/ Metro West Southern Northeast			
State Total June through May 2005-2006 and 2007-2008		Metro	West	Southern	Northeast
Base:	4315	1952	884	823	655
Trip Purpose (multi-response):					
Vacation or short pleasure trip	59%	51%	76%	45%	79%
Personal (e.g., wedding, funeral, medical, etc.)	21	20	18	32	15
Business or work	14	20	6	15	7
Convention or conference	9	13	3	10	2
No Answer	1	1	1	1	2
Travel Party Size:					
1 person	18%	24%	12%	16%	10%
2 people	36	31	32	43	44
3 to 4 people	31	30	36	28	31
5 or more people	15	14	19	12	15
Average Travel Party Size	2.7	2.6	3.0	2.6	2.8
Total Trip Length of Stay:					
Daytripper	15%	16%	8%	17%	14%
1 night	19	18	16	25	16
2 nights	25	21	27	27	34
3 to 6 nights	32	36	35	21	30
7 or more nights	9	8	14	9	6
Average Nights (Excluding Daytrippers)	3.4	3.5	3.5	3.2	2.9
Children in Travel Party					
One or more children under 18 years old	31%	30%	38%	26%	29%
No children	69	70	62	74	71
Ages of Children in Travel Party					
<i>Younger than 6 years old</i>					
None	88%	90%	83%	90%	89%
One or more	12	10	17	10	11
<i>6 to 11 years old</i>					
None	85	86	80	86	86
One or more	15	14	20	14	14
<i>12 to 17 years old</i>					
None	84	83	83	89	84
One or more	16	17	17	11	16

**Table 3.2 (continued):
Travel Party and Trip Profile**

	State Total June through May 2005-2006 and 2007-2008	Region			
		Metro	North- central/ West	Southern	Northeast
Base:	4315	1952	884	823	655
Minnesota Trips in Last 5 Years					
None	17%	26%	4%	16%	6%
1 trip	7	9	7	7	4
2 to 4 trips	24	22	31	22`	26
5 to 10 trips	21	15	27	23	30
More than 10 trips	29	27	30	29	33
No Answer	1	1	1	2	2
Estimated Median Trips	5.2	4.0	6.4	5.7	7.3
Lodging:					
<u>Paid Accommodations</u>	<u>69%</u>	<u>67%</u>	<u>70%</u>	<u>70%</u>	<u>75%</u>
Hotel/Motel/Historic Inn	58	65	44	59	54
Resort	4	*	11	1	7
In a tent at a campground	2	*	5	3	5
Bed & Breakfast	1	1	1	1	*
Vacation home/condo/cabin/houseboat you rented	1	*	2	*	4
In an RV at a campground	4	*	7	6	6
<u>Unpaid Accommodations</u>	<u>16%</u>	<u>17%</u>	<u>22%</u>	<u>13%</u>	<u>11%</u>
Home of family or friends	14	16	15	12	7
Vacation home/condo/cabin/houseboat of family or friend	1	1	4	*	2
At your vacation home/condo/cabin/ houseboat	1	*	2	*	2
At a campground with no fee	*	*	1	*	*
<u>Day tripper</u>	<u>15%</u>	<u>16%</u>	<u>8%</u>	<u>17%</u>	<u>14%</u>

* Less than 0.5%

**Table 3.2 (continued):
Travel Party and Trip Profile**

State Total June through May 2005-2006 and 2007-2008		Region				
		North- central/ West				
Base:		Metro	West	Southern	Northeast	
4315		1952	884	823	655	
Activities:						
General (checked one or more below)		82%	80%	83%	81%	89%
Dining out	68	69	64	69	70	
Sightseeing or driving for pleasure	23	15	28	22	45	
Taking in city sites	19	21	12	14	24	
Nightlife or evening entertainment	17	19	21	11	15	
Driving on designated scenic byways	13	7	13	12	32	
Casino gaming	12	7	23	8	17	
Viewing fall colors	5	3	6	6	8	
Shopping (checked one or more below)		55%	60%	56%	46%	49%
For gifts or souvenirs	26	22	33	22	33	
General or mall shopping	22	24	24	23	15	
At the Mall of America	18	33	7	7	3	
Arts, crafts, or antiques	11	6	15	14	16	
Outlet shopping	11	13	12	11	6	
Participating In (checked one or more below)		44%	27%	71%	37%	66%
Pool swimming	15	11	23	11	16	
Hiking	11	5	13	8	34	
Fishing	10	3	28	6	12	
Lake/river swimming	7	3	20	3	9	
Biking	6	2	11	6	9	
Wildlife viewing or bird watching	6	2	11	5	12	
Golfing	5	2	14	3	5	
Motor boating/water skiing	5	1	16	2	3	
Canoeing	3	1	7	2	6	
Downhill skiing or snowboarding	2	1	2	1	6	
Jet skiing	2	*	6	*	1	
Off-road ATV driving	2	1	4	1	2	
Cross-country skiing	1	*	1	*	2	
Hunting	1	1	2	1	2	
Ice Fishing	1	*	2	1	1	
Snowmobiling	1	*	2	*	4	
Other activity	8	8	7	10	10	

* Less than 0.5%

**Table 3.2 (continued):
Travel Party and Trip Profile**

	State Total June through May 2005-2006 and 2007-2008	Region			
		Metro	North- central/ West	Southern	Northeast
Base	4315	1952	884	823	655
<u>Visiting (checked one or more below)</u>	<u>55%</u>	<u>49%</u>	<u>66%</u>	<u>49%</u>	<u>66%</u>
Friends or relatives	29	27	39	27	21
State or national parks	14	7	21	10	33
Historic sites	12	8	12	13	24
Amusement parks or carnivals	11	14	13	5	6
Other museums	10	10	8	9	16
Art museums	9	10	7	7	8
Indoor water parks	5	6	8	4	3
Indian areas	4	3	5	5	4
Outdoor water parks	3	3	4	5	2
Other attraction	8	7	6	9	10
<u>Attending (checked one or more below)</u>	<u>39%</u>	<u>50%</u>	<u>29%</u>	<u>35%</u>	<u>27%</u>
Fairs or festivals	13	19	8	9	9
Amateur sporting events	10	11	9	8	8
Popular music concerts or shows	5	6	4	4	3
Professional sporting events	5	7	4	2	2
Theater performances	4	5	2	4	3
Classical music concerts	1	2	1	1	1
Other events	9	9	8	13	6
No Answer	3	4	*	5	1

*Less than 0.5%

3.3 Travel Planning Sources

Among 2007-2008 Minnesota travelers, the most frequently cited information sources used in trip planning were the Internet (49%) and friends/relatives/co-workers (46%). Few travelers said they used each of the other sources of trip planning information (7% or fewer).

Travelers in the Metro region were significantly more likely to have used the Internet for travel planning than were travelers in other regions (62% Metro vs. 33-43% other regions). A higher proportion of Northcentral/West region travelers used friends/relatives/co-workers as a travel planning resource (60%) than did travelers in other regions (41-47%).

Table 3.3:
Travel Planning Sources

	State Total	Region			
		North-central/ West			
Base:	June 2007 – May 2008 2023	Metro 925	West 403	Southern 396	Northeast 299
Internet	49%	62%	33%	40%	43%
Friends/relatives/co-workers	46	41	60	45	47
Brochure/travel guide	7	5	11	8	9
Newspaper/magazine	4	4	3	7	3
Airline/travel agency	3	5	1	2	1
Local tourism bureau	2	1	2	3	2
TV/radio	2	2	3	2	2
Visitor/welcome center	2	2	3	1	2
State Travel Office	1	1	2	*	2
Other	16	14	14	21	18

*Less than 0.5%

Note: This question not included in the 2005-2006 study.

4.0 The Profile of Minnesota Travelers by *Season*

This section presents a comparative *seasonal* profile of Minnesota travelers using combined data for June 2005-May 2006 and June 2007-May 2008. In examining the findings by season, differences emerged in the profiles of Minnesota travelers as well as travel party and trip characteristic profiles.

4.1 Demographic and Socioeconomic Profile

- Fall season travelers had the lowest median income of the four seasons (\$58,100).
- The proportion of in-state travelers was highest in the spring season (50%) versus other seasons (41-45%). Travelers in the fall and winter seasons were more likely to reside in North Dakota (10% and 7% respectively) than those in summer and spring.
- The proportion of travelers from the Minneapolis-St. Paul DMA did not differ by season (29-33%). When compared across seasons, winter drew a higher proportion of travelers from the Fargo-Valley City DMA (15%) and summer drew the lowest proportion (5%). Spring travelers were more likely to reside in the Duluth-Superior DMA (9%) than travelers in other seasons.

Table 4.1:
Demographic and Socioeconomic Profile

State Total June through May 2005-2006 and 2007-2008		Season			
		June- August (Summer)	September- November (Fall)	December - March (Winter)	April- May (Spring)
Base:	4315	1623	1032	973	687
Age:					
18 to 24	9%	9%	11%	11%	5%
25 to 29	9	9	10	9	8
30 to 39	19	20	15	21	20
40 to 49	23	23	21	25	25
50 to 59	21	21	22	19	25
60 to 64	7	6	8	7	5
65 and older	9	8	12	6	9
No Answer	3	4	2	2	2
Average Age	44.4	44.2	45.6	42.9	45.7
Income:					
Less than \$25,000	8%	7%	13%	8%	4%
\$25,000 to \$34,999	8	8	10	7	8
\$35,000 to \$49,999	13	14	14	11	12
\$50,000 to \$74,999	21	20	22	20	22
\$75,000 to \$99,999	16	16	12	20	15
\$100,000 to \$124,999	11	11	8	12	14
\$125,000 to \$149,999	4	4	3	5	5
\$150,000 or more	8	8	5	10	9
No Answer	11	12	12	8	11
Estimated Median Income	\$68,200	\$68,700	\$58,100	\$75,600	\$73,200
Gender:					
Male	48%	45%	47%	53%	51%
Female	48	51	49	43	45
No Answer	4	4	4	4	4
Racial/Ethnic Background:					
White	91%	90%	90%	92%	92%
American Indian	2	2	2	2	2
Black	2	3	3	1	1
Hispanic	2	3	2	2	1
Asian	1	1	1	2	2
Other	1	1	1	1	1
No Answer	2	2	2	1	3

* Less than 0.5%

**Table 4.1 (continued):
Demographic and Socioeconomic Profile**

State Total June through May 2005-2006 and 2007-2008		Season			
		June- August (Summer)	September- November (Fall)	December - March (Winter)	April- May (Spring)
Base:	4315	1623	1032	973	687
Residence:					
United States	96%	95%	96%	96%	96%
Minnesota	44	42	45	41	50
Wisconsin	7	6	8	6	7
North Dakota	6	3	10	7	4
Iowa	4	5	3	5	3
Illinois	3	4	3	2	2
California	2	2	1	2	1
Michigan	2	2	1	2	1
South Dakota	2	2	2	2	1
Texas	2	2	1	2	2
Other state	15	17	13	15	15
State not specified	10	10	9	12	10
Canada	2	3	2	2	1
Another Country	1	1	*	2	2
No Answer	1	1	1	1	1
Residence by DMA:					
Minneapolis-Saint Paul	30%	32%	29%	29%	33%
Fargo-Valley City	9	5	15	11	9
Duluth-Superior	6	5	6	5	9
Rochester-Mason City-Austin	3	2	4	3	3
Chicago	2	2	1	2	1
Des Moines-Ames	2	2	1	1	2
La Crosse-Eau Claire	2	2	2	2	2
Sioux Falls (Mitchell)	2	2	2	2	1
Other DMAs	29	33	27	29	26

* Less than 0.5%

Note: States with responses less than 2% among the total sample have been aggregated into the "Other state" category.

Note: DMAs with responses less than 2% among the total sample have been aggregated into the "Other DMAs" category.

4.2 Travel Party and Trip Profile

Travel Party

- Summer season travelers were more likely to be on a vacation or short pleasure trip (71%) and, to a lesser extent, fall season travelers (58%) when compared with winter and spring travelers (48% and 49%). Traveling for personal reasons, e.g., wedding , funeral, medical, etc., (17%) was less prevalent in the summer season. Travel for business or work was most likely to occur in the spring and winter seasons (22% each).
- The average party size was larger in the summer than in other seasons (2.9 people). The average number of nights travel parties stayed was longest in the summer (4.0 nights) as well.
- Although the majority of travelers in Minnesota did not have children in their travel party, travelers in the fall season were more likely to be traveling without children in their travel party (78%) than summer (63%), winter (72%), and spring (68%) travelers. Summer travelers have the highest incidence of having children in their travel parties (37%).
- The incidence of first-time travelers in Minnesota (last five years) was lowest in the fall (11%) versus the other seasons (20% summer, 16% winter, and 18% spring). The median number of trips in Minnesota was lowest among summer season travelers (4.5 trips in the last five years) versus travelers in other seasons.

Trip Profile

- Spring travelers were most likely to stay in paid accommodations (77%). Winter and spring travelers were more likely to stay in hotel/motel/historic inn accommodations (69% winter and 66% spring) than summer (48%) and fall travelers (57%).
- The incidence of summer and fall travelers staying in unpaid accommodations (17% and 21%) was higher than that of winter and spring travelers doing so (13% and 10%). Fall season travelers were more likely to stay in the home of family or friends (20%) than were travelers in any other season. Conversely, spring season travelers were least likely to stay in the home of family or friends (8%).

- The types of activities Minnesota travelers participated in while on their trip tended to differ by season.

General Activities

Dining out was a key activity for all travelers but was most prevalent among winter travelers (75%). Summer travelers were more likely to sightsee or drive for pleasure (32%) and take in city sites (24%) than were travelers in other seasons. Participating in nightlife or evening entertainment was most widespread in the fall (22%) and winter (20%). Fall travelers were more likely to partake in viewing fall colors (18%). Winter travelers were least likely to say they were sightseeing/driving for pleasure (13%) and driving on designated scenic byways (6%) during their trip.

Shopping

The proportion of travelers who shopped on their trip was highest in the summer and fall (57% and 58%) and lowest in winter and spring (52% and 50%). However, summer and fall travelers were more likely to shop for gifts/souvenirs (28% and 30%) and at the Mall of America (21% each) as compared to winter and spring travelers. Fall travelers were more likely than travelers in other seasons to do general or [other] mall shopping (27%), shopping for arts/crafts/antiques (18%), and outlet shopping (17%).

Active Recreation

The proportion of travelers participating in active outdoor recreation was lowest in the winter season (34%). Summer travelers were more likely to participate in pool swimming (17%), fishing (17%), and lake/river swimming (15%) than were fall and winter travelers. Hiking was a more prevalent activity among spring (13%), summer (16%), and fall (11%) travelers than among winter travelers (3%). As expected, winter travelers were more likely to participate in downhill skiing or snowboarding (8%), ice fishing (4%), snowmobiling (3%), and cross-country skiing (2%) than were travelers in other seasons.

Visiting People or Places

Fall travelers were more likely to visit friends and relatives (41%) than were those in other seasons. Summer, fall, and spring travelers more frequently mentioned visiting state/national parks (17%, 17% and 19% respectively) and historic sites (15%, 16% and 12%) than did winter travelers. Summer and fall travelers were more likely to visit amusement parks or carnivals (16% each), art museums (8% and 15%), and other museums (10% and 17%) when compared with winter and spring travelers. Additionally, fall travelers had a higher incidence of visiting indoor water parks (10%), Indian areas (10%), and other attractions (13%) than did travelers in other seasons.

Attending Events

The proportion of travelers attending fairs or festivals was higher among summer and fall travelers (16% and 19%) versus winter and spring travelers. *Amateur* sporting events were a more prevalent activity among winter and spring travelers (18% and 15%). The frequency of attending *professional* sporting events was higher among summer travelers (7%) than among travelers at other times of the year.

Table 4.2:
Travel Party and Trip Profile

	State Total June through May 2005-2006 and 2007-2008	Season			
		June- August (Summer)	September- November (Fall)	December - March (Winter)	April- May (Spring)
Base:	4315	1623	1032	973	687
Trip Purpose (multi-response):					
Vacation or short pleasure trip	59%	71%	58%	48%	49%
Personal (e.g., wedding, funeral, medical, etc.)	21	17	24	25	22
Business or work	14	8	13	22	22
Convention or conference	9	8	10	8	10
No Answer	1	1	2	*	*
Travel Party Size:					
1 person	18%	15%	16%	23%	21%
2 people	36	34	42	33	34
3 to 4 people	31	32	30	30	31
5 or more people	15	18	12	14	14
Average Travel Party Size	2.7	2.9	2.6	2.6	2.7
Total Trip Length of Stay:					
Daytripper	15%	15%	16%	15%	12%
1 night	19	14	18	24	23
2 nights	25	20	28	30	27
3 to 6 nights	32	36	32	26	31
7 or more nights	9	14	7	6	6
Average Nights (Excluding Daytrippers)	3.4	4.0	3.1	2.9	3.0
Children in Travel Party					
One or more children under 18 years old	31%	37%	22%	28%	32%
No children	69	63	78	72	68
Ages of Children in Travel Party					
<i>Younger than 6 years old</i>					
None	88%	86%	92%	90%	88%
One or more	12	14	8	10	12
<i>6 to 11 years old</i>					
None	85	80	91	87	84
One or more	15	20	9	13	16
<i>12 to 17 years old</i>					
None	84	81	89	85	84
One or more	16	19	11	15	16

* Less than 0.5%

**Table 4.2 (continued):
Travel Party and Trip Profile**

		Season			
		June- August (Summer)	September- November (Fall)	December - March (Winter)	April- May (Spring)
State Total June through May 2005-2006 and 2007-2008					
Base:	4315	1623	1032	973	687
Minnesota Trips in Last 5 Years					
None	17%	20%	11%	16%	18%
1 trip	7	9	7	6	5
2 to 4 trips	24	25	28	24	20
5 to 10 trips	21	20	24	20	21
More than 10 trips	29	25	28	33	35
No Answer	1	1	1	1	*
Estimated Median Trips	5.2	4.4	5.6	5.9	6.6
Lodging:					
<u>Paid Accommodations</u>	<u>69%</u>	<u>68%</u>	<u>63%</u>	<u>73%</u>	<u>77%</u>
Hotel/Motel/Historic Inn	58	48	57	69	66
Resort	4	6	2	2	3
Bed & Breakfast	1	*	1	1	*
Vacation home/condo/cabin/ houseboat you rented	1	1	1	1	2
In a tent at a campground	2	4	1	*	4
In an RV at a campground	4	8	1	*	3
<u>Unpaid Accommodations</u>	<u>16%</u>	<u>17%</u>	<u>21%</u>	<u>13%</u>	<u>10%</u>
Home of family or friends	14	13	20	12	8
Vacation home/condo/cabin/ houseboat of family or friend	1	2	1	1	2
At your vacation home/condo/ cabin/houseboat	1	1	*	*	1
At a campground with no fee	*	1	*	*	1
<u>Day tripper</u>	<u>15%</u>	<u>15%</u>	<u>16%</u>	<u>15%</u>	<u>12%</u>

* Less than 0.5%

**Table 4.2 (continued):
Travel Party and Trip Profile**

		Season			
		June- August Summer	September- November Fall	December - March Winter	April- May Spring
State Total June through May 2005-2006 and 2007-2008					
Base: 4315		1623	1032	973	687
Activities:					
<u>General (checked one or more below)</u>	<u>82%</u>	<u>81%</u>	<u>82%</u>	<u>84%</u>	<u>81%</u>
Dining out	68	66	65	75	68
Sightseeing or driving for pleasure	23	32	21	13	23
Taking in city sites	19	24	15	15	15
Nightlife or evening entertainment	17	14	22	20	13
Driving on designated scenic byways	13	17	13	6	13
Casino gaming	12	13	15	10	8
Viewing fall colors	5	2	18	*	*
<u>Shopping (checked one or more below)</u>	<u>55%</u>	<u>57%</u>	<u>58%</u>	<u>52%</u>	<u>50%</u>
For gifts or souvenirs	26	28	30	20	21
General or mall shopping	22	20	27	22	22
At the Mall of America	18	21	21	14	13
Arts, crafts, or antiques	11	10	18	8	9
Outlet shopping	11	9	17	8	10
<u>Participating In (checked one or more below)</u>	<u>44%</u>	<u>51%</u>	<u>41%</u>	<u>34%</u>	<u>43%</u>
Pool swimming	15	17	12	13	15
Hiking	11	16	11	3	13
Fishing	10	17	7	*	12
Lake/river swimming	7	15	3	*	5
Biking	6	9	5	1	5
Wildlife viewing or bird watching	6	10	4	2	5
Golfing	5	9	4	*	6
Motor boating/water skiing	5	9	2	*	3
Canoeing	3	6	2	*	4
Downhill skiing or snowboarding	2	*	1	8	1
Jet skiing	2	3	2	*	1
Off-road ATV driving	2	2	2	*	2
Cross-country skiing	1	*	1	2	*
Hunting	1	1	3	1	1
Ice Fishing	1	*	*	4	1
Snowmobiling	1	*	1	3	1
Other activity	8	8	10	7	6

* Less than 0.5%

**Table 4.2 (continued):
Travel Party and Trip Profile**

	State Total June through May 2005-2006 and 2007-2008	Season			
		June- August (Summer)	September- November (Fall)	December- March (Winter)	April- May (Spring)
Base:	4315	1623	1032	973	687
<u>Visiting (checked one or more below)</u>	<u>55%</u>	<u>64%</u>	<u>60%</u>	<u>39%</u>	<u>51%</u>
Friends or relatives	29	28	41	23	21
State or national parks	14	17	17	3	19
Historic sites	12	15	16	4	12
Amusement parks or carnivals	11	16	16	2	5
Other museums	10	10	17	7	6
Art museums	9	8	15	5	5
Indoor water parks	5	4	10	3	4
Indian areas	4	3	10	1	2
Outdoor water parks	3	3	10	*	*
Other attraction	8	7	13	5	6
<u>Attending (checked one or more below)</u>	<u>39%</u>	<u>36%</u>	<u>48%</u>	<u>39%</u>	<u>35%</u>
Fairs or festivals	13	16	19	7	5
Amateur sporting events	10	4	7	18	15
Popular music concerts or shows	5	4	8	3	4
Professional sporting events	5	7	4	3	4
Theater performances	4	3	5	5	3
Classical music concerts	1	1	2	1	1
Other events	9	8	13	8	8
No Answer	3	2	3	2	5

* Less than 0.5%

4.3 Travel Planning Sources

In general, there was little variation in the sources of information used in planning the Minnesota trip among travelers in each season. Travelers in the winter season were more likely to use the Internet as an information source in trip planning (54%) than were spring travelers. Travelers in the summer and fall were more likely to have used friends/relatives/co-workers as their information sources (51% and 50%) as compared with travelers in the winter and spring seasons.

Table 4.3:
Travel Planning Sources

	State Total	Season			
	June 2007 – May 2008	June- August (Summer)	September- November (Fall)	December- March (Winter)	April- May (Spring)
Base:	2023	751	490	486	296
Internet	49%	49%	48%	54%	43%
Friends/relatives/co-workers	46	51	50	39	40
Brochure/travel guide	7	10	7	6	4
Airline/travel agency	3	3	1	6	3
Newspaper/magazine	4	4	4	3	7
Visitor/welcome center	2	3	1	3	2
TV/radio	2	3	3	1	2
Local tourism bureau	2	2	1	2	1
State Travel Office	1	1	1	*	1
Other	16	12	16	18	22

*Less than 0.5%

Note: This question not included in the 2005-2006 study.

5.0 Methodology

For the purposes of this study, travelers were intercepted at likely tourist sites throughout the state (accommodations, attractions, events, etc.) from June through May and asked to complete a self-administered questionnaire. To qualify for the survey, travelers could not be a year-round, seasonal, or short-term/weekend resident of either the town or city or the immediate surrounding area. In addition, respondents had to be either spending at least one night in the area or be a day traveler who had traveled at least 50 miles from his/her primary residence. Interviews were conducted on both weekends and weekdays as well as throughout the day and early evening. Davidson-Peterson Associates employed the services of local independent data collection agencies to conduct the on-site interviewing in Minnesota.

Davidson-Peterson Associates used a stratified cluster sampling technique in an effort to represent all types of travelers across the four Minnesota regions. The technique allowed us to select systematically the geographic locations (i.e., zip codes) within each region that would form the sampling frame in each year. Minimum quotas were established in total and by region to ensure that an adequate number of interviews were completed for the season.

In total, 4,315 usable questionnaires were collected from Minnesota travelers and returned to Davidson-Peterson Associates. Some 2,023 were conducted in June 2007 through May 2008 and 2,292 in December 2005 through March 2006. All returned questionnaires were checked for completeness and accuracy; data entered; verified; and tables produced.

The table below shows the total number of completed interviews by season.

Season	Interview Period	2007-2008	2005-2006	Total Interviews
Summer	June – August	795	869	1,664
Fall	September – November	364	449	813
Winter	December – March	480	580	1,060
Spring	April – May	384	394	778
Total	June - May	2,023	2,292	4,315

Note: In the 2007-2008 study, winter included December, January, February, and March (4 months) and spring included April and May (2 months). In the 2005-2006 study, winter included December, January, and February (3 months) and spring included March, April, and May (3 months). When combining the traveler interview responses from the two annual studies, the appropriate months were included from both study periods to match the new seasonal definitions.

Roughly equal proportions of interviews were completed in each of the four (4) Explore Minnesota Tourism regions. Sample balancing was done at the end of each year-long study so that the traveler data more accurately reflects annual and regional visitation patterns. The weights used for balancing were calculated based on the estimates of statewide visitation (i.e. person-visits) by region and season from the economic impact portion of the research study.

Additionally, due to the sites where interviews were conducted, balancing was done in specific regions/seasons to compensate for:

- A higher than expected incidence of skiers and conventioners in the Southern region during the winter 2005-2006 period; and
- A higher than expected incidence of travelers staying in resorts in the Northcentral/West region during the summer 2007 period.

The table on the following page shows the distribution across season and region for the following:

- The estimated proportion of person-visits in each season by region;
- The number of interviews completed in each season by region;
- The weights applied to the interviews to balance the sample to the desired number of interviews in each season by region; and
- The number of interviews in the balanced sample so that the proportion matches the person-visits proportion in each season by region.

Table 5.0:
Sample Balancing by
Estimated Proportion of Person-Visits

June 2007 through May 2008

	Proportion of Person-Visits	Actual Completes	Weights Applied	Balanced Completes
<u>June – August 2007</u>	<u>37.2%</u>	<u>795</u>		<u>751</u>
Metro	15.5%	216	1.449	313
Northcentral/West	8.1%	167	0.976	163
Southern	7.5%	229	0.660	151
Northeast	6.1%	183	0.676	124
<u>September - November 2007</u>	<u>24.2%</u>	<u>364</u>		<u>490</u>
Metro	11.5%	102	2.290	234
Northcentral/West	4.4%	67	1.323	89
Southern	4.7%	113	0.846	96
Northeast	3.6%	82	0.883	72
<u>December 2007 - March 2008</u>	<u>24.0%</u>	<u>480</u>		<u>486</u>
Metro	11.8%	137	1.747	239
Northcentral/West	4.7%	98	0.962	94
Southern	4.7%	122	0.780	95
Northeast	2.8%	123	0.464	57
<u>April - May 2008</u>	<u>14.6%</u>	<u>384</u>		<u>296</u>
Metro	6.9%	103	1.354	139
Northcentral/West	2.8%	100	0.574	57
Southern	2.7%	94	0.571	54
Northeast	2.3%	87	0.522	45
<u>Total</u>	<u>100.0%</u>	<u>2,023</u>		<u>2,023</u>
Metro	45.7%	558		925
Northcentral/West	19.9%	432		403
Southern	19.6%	558		396
Northeast	14.8%	475		299

Davidson-Peterson Associates re-contacted (via telephone) a portion of the onsite survey respondents to validate the authenticity of their participation and responses to selected questions. During the course of conducting these “validation” interviews for the winter 2007-2008 season, DPA discovered that a number of the surveys completed in the Northcentral/West region appeared to contain falsified information. As a result, these interviews were considered to be invalid and additional interviews were completed in order to make up for the shortfall. In total, 98 valid interviews were conducted in the Northcentral/West region for the winter 2007-2008 season, still a sufficient number to represent the region for the season. When combined with the data collected for the same four-month period in 2005-2006, the total number of interviews for the Northcentral/West is equitably balanced with other regions as shown above.

Davidson-Peterson Associates, an independent marketing research company located in Kennebunk, ME, managed the fieldwork, conducted the data tabulation, and prepared this report. All procedures were conducted in accordance with accepted research standards as expressed by CASRO (Council of American Survey Research Organizations).

APPENDIX

APPENDIX A:

TABLES OF STATISTICAL DIFFERENCES

When appropriate, significant differences at the 95% confidence level are noted in the findings. Tests of significance are statistical methods for measuring the likelihood that observed relationships in a sample are the result of real differences between the groups and not sampling error. Thus, when we state that two numbers are statistically different at the 95% confidence level, we are saying that if we were to sample the universe 100 times, at least 95 times out of 100 the samples observed would be different. In contrast, fewer than five times out of 100 there would not be any difference between the observed numbers.

The following is an example of how these tables can be interpreted and used. The proportion of respondents residing in Minnesota was significantly higher in the Northcentral/West and Southern regions (49% and 47% respectively) than those in the Metro region (32%) but not significantly higher than those in the Northeast region (66%).

Table A.1:
Demographic and Socioeconomic Profile
Statistical Differences among Regional Results

2005-2006 and 2007-2008 Combined

	State Total June through May Base: 4315	Region			
		Northcentral/			
		Metro 1952	West 884	Southern 823	Northeast 655
		a	b	c	d
Average Age	44.4	44.8 bd	43.1	47.3 abd	41.8
Estimated Median Income	\$68,200	\$74,000 bd	\$57,800	\$71,200 bd	\$61,800
Gender:					
Male	48%	49% c	49%	45%	47%
Female	48	48	47	51 d	46
No Answer	4	3	3	3	7 abc
Racial/Ethnic Background:					
White	91	90	89	94 ab	92
American Indian	2	1	3 ac	1	2 c
Black	2	3 cd	3 d	1	1
Hispanic	2	3 cd	2	1	1
Asian	1	2 bc	1	1	1
Residence:					
<u>United States</u>	<u>96%</u>	<u>94%</u>	<u>97% ad</u>	<u>98% ad</u>	<u>94%</u>
Minnesota	44	32	49 a	47 a	66 abc
Wisconsin	7	9 bd	1	8 bd	6 b
North Dakota	6	2	22 acd	1	2
Iowa	4	3	3	10 abd	2
Illinois	3	4 bd	2	3 d	1
California	2	2 bd	*	2 bd	1
Michigan	2	2 bd	*	2 bd	1
South Dakota	2	2 d	2 d	3 d	*
Texas	2	2 bd	1	2 d	*
Other state	15	24 bcd	8 d	12 bd	4
State not specified	10	11 c	9	8	11 c
Canada	2	2 c	2 c	1	4 abc
Another Country	1	2 bcd	*	1 b	1

*Less than 0.5%

Note: States with responses less than 2% among the total sample have been aggregated into the "Other state" category.

Note: Shaded percents/numbers are significantly different at the 95% confidence level than the percents/numbers in columns indicated by shaded letters.

		Region			
State Total June through May		Northcentral/ West			
Base:	4315	Metro 1952	West 884	Southern 823	Northeast 655
		a	b	c	d
Residence by DMA:					
Minneapolis-Saint Paul	30%	21%	31% a	37% ab	48% abc
Fargo-Valley City	9	5 cd	32 acd	1	3
Duluth-Superior	6	5 c	3 c	1	18 abc
Rochester-Mason City-Austin	3	3 d	2	6 abd	1
Chicago	2	3 bcd	1	2	1
Des Moines – Ames	2	1	1	3 abd	1
La Crosse – Eau Claire	2	2 b	*	3 bd	2 b
Sioux Falls (Mitchell)	2	2 d	2 d	3 abd	*
Other DMAs	29	40 bcd	16 d	33 bd	10

*Less than 0.5%

Note: DMAs with responses less than 2% among the total sample have been aggregated into the “Other DMAs” category.

Note: Shaded percents/numbers are significantly different at the 95% confidence level than the percents/numbers in columns indicated by shaded letters.

Table A.2:
Travel Party Profile
Statistical Differences among Regional Results

2005-2006 and 2007-2008 Combined

	State Total June through May Base: 4315	Region			
		Metro 1952 a	Northcentral/ West 884 b	Southern 823 c	Northeast 655 d
Trip Purpose (multi-response):					
Vacation or short pleasure trip	59%	51% c	76% ac	45%	79% ac
Personal (e.g., wedding, funeral, medical, etc.)	21	20 d	18	32 abd	15
Convention or conference	9	13 bd	3	10 bd	2
Business or work	14	20 bcd	6	15 bd	7
Average Travel Party Size	2.7	2.6	3.0 acd	2.6	2.8 ac
Average Length of Stay (Excluding Daytrippers)	3.4	3.5 d	3.5 d	3.2 d	2.9
Children in Travel Party					
One or more children under 18 years old	31%	30% c	38% acd	26%	29%
No children	69	70 b	62	74 ab	71 b
Ages of Children in Travel Party					
<i>Younger than 6 years old</i>					
None	88%	90% b	83%	90% b	89% b
One or more	12	10	17 acd	10	11
<i>6 to 11 years old</i>					
None	85	86 b	80	86 b	86 b
One or more	15	14	20 acd	14	14
<i>12 to 17 years old</i>					
None	84	83	83	89 abd	84
One or more	16	17 c	17 c	11	16 c

*Less than 0.5%

Note: Shaded percents/numbers are significantly different at the 95% confidence level than the percents/numbers in columns indicated by shaded letters.

**Table A.2 (cont'd):
Travel Party Profile
Statistical Differences among Regional Results**

2005-2006 and 2007-2008 Combined

	State Total		Region			
	Base:	June through May 4315	Metro 1952 a	North- central/ West 884 b	Southern 823 c	Northeast 655 d
Minnesota Trips in Last 5 Years						
None		17%	26% bcd	4%	16% bd	6%
1 trip		7	9 d	7 d	7 d	4
2 to 4 trips		24	22	31 acd	22`	26 a
5 to 10 trips		21	15	27 ac	23 a	30 ac
More than 10 trips		29	27	30	29	33 a
Est. Median Number of Minnesota Trips (past 5 years)		5.2	4.0	6.4 a	5.7	7.3 ac
Lodging:						
<u>Paid Accommodations</u>		<u>69%</u>	<u>67%</u>	<u>70%</u>	<u>70%</u>	<u>75% abc</u>
Hotel/Motel/Historic Inn		58	65 bcd	44	59 bd	54 b
Resort		4	*	11 acd	1	7 ac
Vacation home/condo/cabin/houseboat-rented		1	*	2 a	*	4 a
In a tent at a campground		2	*	5 ac	3 a	5 a
In an RV at a campground		4	*	7 a	6 a	6 a
<u>Unpaid Accommodations</u>		<u>16%</u>	<u>17% cd</u>	<u>22%acd</u>	<u>13%</u>	<u>11%</u>
Home of family or friends		14	16 cd	15 d	12 d	7
Vacation home/condo/cabin/houseboat of family or friend		1	1	4 acd	*	2 ac
At your vacation home/condo/cabin/houseboat		1	*	2 ac	*	2 ac
At a campground with no fee		*	*	1 a	*	*
<u>Day tripper</u>		<u>15%</u>	<u>16% b</u>	<u>8%</u>	<u>17% b</u>	<u>14% b</u>

*Less than 0.5%

Note: Shaded percents or numbers are significantly different at the 95% confidence level than the percents or numbers in columns indicated by shaded letters.

**Table A.2 (cont'd):
Travel Party Profile
Statistical Differences among Regional Results**

2005-2006 and 2007-2008 Combined

	State Total June through May Base: 4315	Region			
		Northcentral/ Metro West Southern Northeast			
		1952 a	884 b	823 c	655 d
Activities:					
<u>General (checked one or more below)</u>	<u>82%</u>	<u>80%</u>	<u>83%</u>	<u>81%</u>	<u>89% abc</u>
Dining out	68	69 b	64	69 b	70 b
Sightseeing or driving for pleasure	23	15	28 ac	22 a	45 abc
Taking in city sites	19	21 bc	12	14	24 bc
Nightlife or evening entertainment	17	19 cd	21 cd	11	15 c
Driving on designated scenic byways	13	7	13 a	12 a	32 abc
Casino gaming	12	7	23 acd	8	17 ac
Viewing fall colors	5	3	6 a	6 a	8 abc
<u>Shopping (checked one or more below)</u>	<u>55%</u>	<u>60% cd</u>	<u>56% cd</u>	<u>46%</u>	<u>49%</u>
For gifts or souvenirs	26	22	33 ac	22	33 ac
General or mall shopping	22	24 d	24 d	23 d	15
At the Mall of America	18	33 bcd	7 d	7 d	3
Arts, crafts, or antiques	11	6	15 a	14 a	16 a
Outlet shopping	11	13 d	12 d	11 d	6

*Less than 0.5%

Note: Shaded percents/numbers are significantly different at the 95% confidence level than the percents/numbers in columns indicated by shaded letters.

**Table A.2 (cont'd):
Travel Party Profile
Statistical Differences among Regional Results**

2005-2006 and 2007-2008 Combined

	State Total		Region			
	June through May		Metro	North- central/ West	Southern	Northeast
	Base:	4315	1952	884	823	655
			a	b	c	d
Activities (cont'd):						
<u>Participating In (checked one or more below)</u>	44%		27%	71% acd	37% a	66% ac
Pool swimming	15		11	23 acd	11	16 ac
Hiking	11		5	13 ac	8 a	34 abc
Fishing	10		3	28 acd	6 a	12 ac
Lake/river swimming	7		3	20 acd	3	9 ac
Biking	6		2	11 ac	6 a	9 ac
Wildlife viewing or bird watching	6		2	11 ac	5 a	12 ac
Golfing	5		2	14 acd	3	5 ac
Motor boating/water skiing	5		1	16 acd	2	3
Canoeing	3		1	7 ac	2	6 ac
Downhill skiing or snowboarding	2		1	2 ac	1	6 abc
Jet skiing	2		*	6 acd	*	1
Off-road ATV driving	2		1	4 acd	1	2 a
Cross-country skiing	1		*	1	*	2 abc
Hunting	1		1	2 a	1	2 a
Ice Fishing	1		*	2 ac	1	1 a
Snowmobiling	1		*	2 ac	*	4 abc
Other activity	8		8	7	10 b	10 ab

*Less than 0.5%

Note: Shaded percents/numbers are significantly different at the 95% confidence level than the percents/numbers in columns indicated by shaded letters.

**Table A.2 (cont'd):
Travel Party Profile
Statistical Differences among Regional Results**

2005-2006 and 2007-2008 Combined

	State Total		Region			
	Base:	June through May 4315	Metro 1952 a	North- central/ West 884 b	Southern 823 c	Northeast 655 d
Activities (cont'd):						
<u>Visiting (checked one or more below)</u>		55%	49%	66% ac	49%	66% ac
Friends or relatives		29	27 d	39 acd	27 d	21
State or national parks		14	7	21 ac	10 a	33 abc
Historic sites		12	8	12 a	13 a	24 abc
Amusement parks or carnivals		11	14 cd	13 cd	5	6
Other museums		10	10	8	9	16 abc
Art museums		9	10 bcd	7	7	8
Indoor water parks		5	6 d	8 cd	4	3
Indian areas		4	3	5 a	5	4
Outdoor water parks		3	3	4 d	5 d	2
Other attraction		8	7	6	9 b	10 ab
<u>Attending (checked one or more below)</u>		39%	50% bcd	29%	35% bd	27%
Fairs or festivals		13	19 bcd	8	9	9
Amateur sporting events		10	11 bcd	9	8	8
Popular music concerts or shows		5	6 bcd	4	4	3
Professional sporting events		5	7 bcd	4 d	2	2
Theater performances		4	5 bd	2	4 b	3
Other events		9	9 d	8	13 abd	6
No Answer		3	4 bd	*	5 bd	1

*Less than 0.5%

Note: Shaded percents/numbers are significantly different at the 95% confidence level than the percents/numbers in columns indicated by shaded letters.

Table A.3:
Travel Planning Sources
Statistical Differences among Regional Results

2007-2008 Only

	State Total	Region			
		North-central/			
		Metro	West	Southern	Northeast
Base:	June through May 2023	925	403	396	299
		a	b	c	d
Internet	49%	62% bcd	33%	40% b	43% b
Friends/relatives/co-workers	46	41	60 acd	45	47
Brochure/travel guide	7	5	11 a	8 a	9 a
Newspaper/magazine	4	4	3	7 bd	3
Airline/travel agency	3	5 bcd	1	2	1
Visitor/welcome center	2	2	3 c	1	2
State Travel Office	1	1	2 c	*	2 ac
Other	16	14	14	21 ab	18

*Less than 0.5%

Note: This question not included in the 2005-2006 study.

Table A.4:
Demographic and Socioeconomic Profile
Statistical Differences among Seasonal Results

2005-2006 and 2007-2008 Combined

State Total		Season			
	June through May	June-August (Summer)	September-November (Fall)	December-March (Winter)	April-May (Spring)
Base:	4315	1623	1032	973	687
		e	f	g	h
Average Age	44.4	44.2	45.6 eg	42.9	45.7 eg
Estimated Median Income	\$68,200	\$68,700 f	\$58,100	\$75,600 ef	\$73,200 f
Gender:					
Male	48%	45%	47%	53% ef	51% e
Female	48	51 gh	49 g	43	45
Racial/Ethnic Background:					
Black	2	3 gh	3 gh	1	1
Hispanic	2	3 h	2	2	1
No Answer	2	2 g	2 g	1	3 g
Residence:					
Minnesota	44	42	45	41	50 efg
North Dakota	6	3	10 egh	7 eh	4
Iowa	4	5 fh	3	5 fh	3
South Dakota	2	2 h	2 h	2 h	1
Illinois	3	4 h	3	2	2
Texas	2	2 f	1	2	2
Other state	15	17 f	13	15	15
State not specified	10	10	9	12 f	10
Canada	2	3 h	2	2	1
Another country	1	1 f	*	2 f	2 f

*Less than 0.5%

Note: States with responses less than 2% among the total sample have been aggregated into the "Other state" category.

Note: Shaded percents/numbers are significantly different at the 95% confidence level than the percents/numbers in columns indicated by shaded letters.

**Table A.4 (Cont'd):
Demographic and Socioeconomic Profile
Statistical Differences among Seasonal Results**

2005-2006 and 2007-2008 Combined

State Total		Season			
	June through May	June-August (Summer)	September-November (Fall)	December-March (Winter)	April-May (Spring)
Base:	4315	1623	1032	973	687
		e	f	g	h
Residence by DMA:					
Fargo-Valley City	9	5	15 egh	11 e	9 e
Duluth-Superior	6	5	6	5	9 efg
Sioux Falls (Mitchell)	2	2 h	2 h	2 h	1
Other DMAs	29	33 fgh	27	29	26

*Less than 0.5%

Note: DMAs with responses less than 2% among the total sample have been aggregated into the "Other DMAs" category.

Note: Shaded percents/numbers are significantly different at the 95% confidence level than the percents/numbers in columns indicated by shaded letters.

**Table A.5:
Travel Party and Trip Profile
Statistical Differences among Seasonal Results**

2005-2006 and 2007-2008 Combined

	State Total June through May Base: 4315	Season			
		June- August (Summer) 1623 e	September- November (Fall) 1032 f	December - March (Winter) 973 g	April-May (Spring) 687 h
Trip Purpose (multi-response):					
Vacation or short pleasure trip	59%	71% fgh	58% gh	48%	49%
Personal (e.g., wedding, funeral, medical, etc.)	21	17	24 e	25 e	22 e
Business or work	14	8	13 e	22 ef	22 ef
No Answer	1	1 gh	2 gh	*	*
Average Travel Party Size	2.7	2.9 fgh	2.6	2.6	2.7
Average Length of Stay (Excluding Daytrippers)	3.4	4.0 fgh	3.1	2.9	3.0
Children in Travel Party					
One or more children under 18 years old	31%	37% fgh	22%	28% f	32% f
No children	69	63	78 egh	72 e	68 e
Ages of Children in Travel Party					
<i>Younger than 6 years old</i>					
None	88%	86%	92% eh	90% e	88%
One or more	12	14 fg	8	10	12 f
<i>6 to 11 years old</i>					
None	85	80	91 egh	87 e	84 e
One or more	15	20 fgh	9	13 f	16 f
<i>12 to 17 years old</i>					
None	84%	81%	89% egh	85% e	84%
One or more	16	19 fg	11	15 f	16 f

*Less than 0.5%

Note: Shaded percents/numbers are significantly different at the 95% confidence level than the percents/numbers in columns indicated by shaded letters.

**Table A.5 (cont'd):
Travel Party and Trip Profile**

2005-2006 and 2007-2008 Combined

State Total		Season			
	June through May	June-August (Summer)	September-November (Fall)	December-March (Winter)	April-May (Spring)
Base:	4315	1623	1032	973	687
		e	f	g	h
Minnesota Trips in Last 5 Years					
None	17%	20% fg	11%	16% f	18% f
1 trip	7	9 gh	7	6	5
2 to 4 trips	24	25 h	28 h	24	20
5 to 10 trips	21	20	24 eg	20	21
More than 10 trips	29	25	28	33 ef	35 ef
No Answer	1	1 h	1	1	*
Estimated Median Trips	5.2	4.4	5.6 e	5.9 e	6.6 e
Lodging:					
<u>Paid Accommodations</u>	<u>69%</u>	<u>68% f</u>	<u>63%</u>	<u>73% ef</u>	<u>77% efg</u>
Hotel/Motel/Historic Inn	58	48	57 e	69 ef	66 ef
Resort	4	6 fgh	2	2	2
Bed & Breakfast	1	*	1 h	1h	*
In an RV at a campground	4%	8% fh	1%	*	3% f
In a tent at a campground	2	4 fg	1 g	*	4 fg
<u>Unpaid Accommodations</u>	<u>16%</u>	<u>17% gh</u>	<u>21% egh</u>	<u>13%</u>	<u>10%</u>
Home of family or friends	14	13 h	20 egh	12 h	8
Vacation home/condo/cabin/ houseboat of family or friend	1	2 g	1	1	2
At your vacation home/condo/ cabin/houseboat	1	1 fg	*	*	1
At a campground with no fee	*	1 fg	*	*	1

*Less than 0.5%

Note: Shaded percents/numbers are significantly different at the 95% confidence level than the percents/numbers in columns indicated by shaded letters.

**Table A.5 (cont'd):
Travel Party Profile
Statistical Differences among Seasonal Results**

2005-2006 and 2007-2008 Combined

State Total		Season			
	June through May	June-August (Summer)	September-November (Fall)	December-March (Winter)	April-May (Spring)
Base:	4315	1623	1032	973	687
		e	f	g	h
Activities:					
<u>General (checked one or more below)</u>					
Dining out	68	66	65	75 efh	68
Sightseeing or driving for pleasure	23	32 fgh	21 g	13	23 g
Taking in city sites	19	24 fgh	15	15	15
Nightlife or evening entertainment	17	14	22 eh	20 eh	13
Driving on designated scenic byways	13	17 fgh	13 g	6	13 g
Casino gaming	12	13 h	15 gh	10	8
Viewing fall colors	5	2	18 e	*	*
<u>Shopping (checked one or more below)</u>	55%	57% gh	58% gh	52%	50%
For gifts or souvenirs	26	28 gh	30 gh	20	21
At the Mall of America	18	21 gh	21 gh	14	13
General or mall shopping	22	20	27 egh	22	22
Arts, crafts, or antiques	11	10 g	18 egh	8	9
Outlet shopping	11	9	17 egh	8	10
<u>Visiting (checked one or more below)</u>	55%	64% gh	60% gh	39%	51% g
Friends or relatives	29	28 gh	41 egh	23	21
State or national parks	14	17 g	17 g	3	19 g
Historic sites	12	15 gh	16 gh	4	12 g
Amusement parks or carnivals	11	16 gh	16 gh	2	5 g
Other museums	10	10 gh	17 egh	7	6
Art museums	9	8 gh	15 egh	5	5
Indoor water parks	5	4	10 egh	3	4
Indian areas	4	3 gh	10 egh	1	2
Outdoor water parks	3	3	10 e	*	*
Other attraction	8	7	13 egh	5	6

*Less than 0.5%

Note: Shaded percents/numbers are significantly different at the 95% confidence level than the percents/numbers in columns indicated by shaded letters.

**Table A.5 (cont'd):
Travel Party Profile
Statistical Differences among Seasonal Results**

2005-2006 and 2007-2008 Combined

	State Total June through May 4315	Season			
		June- August (Summer) 1623 e	September- November (Fall) 1032 f	December- March (Winter) 973 g	April-May (Spring) 687 h
<u>Participating In (checked one or more)</u>	44%	51% fgh	41% g	34%	43% g
Pool swimming	15	17 fg	12	13	15
Hiking	11	16 fg	11 g	3	13 g
Fishing	10	17 fh	7	*	12 f
Lake/river swimming	7	15 fh	3	*	5
Biking	6	9 fgh	5 g	1	5 g
Wildlife viewing or bird watching	6	10 fgh	4 g	2	5 g
Golfing	5	9 fh	4	*	6 f
Motor boating/water skiing	5	9 fh	2	*	3
Canoeing	3	6 f	2	*	4 f
Downhill skiing or snowboarding	2	*	1	8 fh	1
Jet skiing	2	3 h	2	*	1
Off-road ATV driving	2	2 g	2 g	*	2 g
Cross-country skiing	1	*	1	2 fh	*
Hunting	1	1	3 egh	1	1
Ice Fishing	1	*	*	4 h	1
Snowmobiling	1	*	1	3 fh	1
Other activity	8	8	10 h	7	6
<u>Attending (checked one or more below)</u>	39%	36%	48% egh	39%	35%
Fairs or festivals	13	16 gh	19 gh	7	5
Amateur sporting events	10	4	7 e	18 ef	15 ef
Popular music concerts or shows	5	4	8 egh	3	4
Professional sporting events	5	7 fgh	4	3	4
Theater performances	4	3	5 e	5 e	3
Other events	9	8	13 egh	8	8
No Answer	3	2	3	2	5 eg

*Less than 0.5%

Note: Shaded percents/numbers are significantly different at the 95% confidence level than the percents/numbers in columns indicated by shaded letters.

Table A.6:
Travel Planning Sources
Statistical Differences among Seasonal Results

2007-2008 Only

State Total		Season			
June 2007 – May 2008		June-August (Summer)	September-November (Fall)	December-March (Winter)	April-May (Spring)
Base:	2023	751	490	486	296
		e	f	g	h
Internet	49%	49%	48%	54% h	43%
Friends/relatives/co-workers	46	51 gh	50 gh	39	40
Brochure/travel guide	7	10 gh	7	6	4
Airline/travel agency	3	3	1	6 efh	3
TV/radio	2	3 g	3	1	2
Other	16	12	16	18 e	22 e

Note: This question not included in the 2005-2006 study.

Note: Shaded percents/numbers are significantly different at the 95% confidence level than the percents/numbers in columns indicated by shaded letters.

APPENDIX B:
TABLES OF 2007-2008 ONLY RESULTS

The following section includes the Traveler Profile Study results from the data collected during June 2007 through May 2008.

**Table B.1:
Demographic and Socioeconomic Profile**

2007-2008 Only

	State Total	Region			
	June 2007 - May 2008 Base: 2023	Metro 925	North- central/ West 403	Southern 396	Northeast 299
Age:					
18 to 24	8%	6%	9%	8%	14%
25 to 29	9	8	13	7	10
30 to 39	19	19	23	17	17
40 to 49	22	24	22	22	19
50 to 59	24	28	18	20	22
60 to 64	7	6	5	10	8
65 and older	10	9	9	15	8
No Answer	1	1	1	1	3
Average Age	45.5	46.3	43.1	47.6	43.1
Income:					
Less than \$25,000	8%	5%	14%	7%	8%
\$25,000 to \$34,999	8	6	11	8	9
\$35,000 to \$49,999	14	12	16	13	19
\$50,000 to \$74,999	21	22	20	19	20
\$75,000 to \$99,999	16	18	14	17	13
\$100,000 to \$124,999	11	14	7	11	11
\$125,000 to \$149,999	4	5	3	4	4
\$150,000 or more	9	12	8	7	6
No Answer	8	6	5	13	11
Estimated Median Income	\$69,500	\$78,000	\$56,600	\$69,300	\$61,000
Gender:					
Male	47%	52%	44%	40%	42%
Female	48	43	51	55	48
No Answer	6	4	5	5	11
Racial/Ethnic Background:					
White	91%	90%	88%	95%	90%
Asian	2	3	1	1	2
Hispanic	2	3	2	1	1
American Indian	2	1	4	1	2
Other	1	2	2	1	2
Black	2	3	3	1	2
No Answer	2	1	1	2	4

*Less than 0.5%

**Table B.1 (cont'd):
Demographic and Socioeconomic Profile**

2007-2008 Only

	State Total	Region			
	June 2007 - May 2008 Base: 2023	Metro 925	North- central/ West 403	Southern 396	Northeast 299
Residence:					
<u>United States</u>	95%	93%	97%	99%	90%
Minnesota	42	26	52	55	60
Wisconsin	7	10	1	8	7
North Dakota	6	3	21	2	3
Illinois	4	5	3	3	1
Iowa	4	3	5	8	2
California	2	3	*	*	1
Michigan	2	3	*	2	1
Nebraska	2	3	1	1	*
South Dakota	2	2	1	3	*
Texas	2	3	1	1	*
Other State	15	24	6	11	5
State not answered	8	9	5	4	10
Outside U.S.	4	6	3	*	7
No Answer	1	*	*	*	2
Residence by DMA:					
Minneapolis-Saint Paul	29%	15%	37%	43%	42%
Fargo-Valley City	8	5	28	2	3
Duluth-Superior	6	4	5	2	18
La Crosse – Eau Claire	3	3	1	4	2
Rochester-Mason City-Austin	3	3	2	7	1
Chicago	2	3	2	1	*
Sioux Falls (Mitchell)	2	2	2	4	*
Other DMAs	33	47	17	33	14

*Less than 0.5%

Note: States with responses less than 2% among the total sample have been aggregated into the "Other state" category.

Note: DMAs with responses less than 2% among the total sample have been aggregated into the "Other DMAs" category.

Table B.2:
Travel Party and Trip Profile

2007-2008 Only

	State Total June 2007 – May 2008 Base: 2023	Region			
		Metro 925	North- central/ West 403	Southern 396	Northeast 299
Trip Purpose (multi-response):					
Vacation or short pleasure trip	57%	43%	76%	49%	85%
Personal (i.e. wedding, funeral, medical)	23	25	17	32	13
Business or work	15	24	5	12	5
Convention or conference	9	12	5	11	2
No Answer	*	*	*	1	1
Travel Party Size:					
1 person	18%	25%	13%	14%	9%
2 people	37	33	28	48	51
3 to 4 people	31	31	37	26	26
5 or more people	14	11	21	13	14
Average Travel Party Size	2.7	2.6	3.1	2.6	2.7
Total Trip Length of Stay:					
Daytripper	9%	9%	2%	17%	5%
1 night	20	22	15	22	18
2 nights	28	25	27	30	37
3 to 6 nights	32	36	36	22	32
7 or more nights	11	8	21	9	7
Average Nights (Excluding Daytrippers)	3.4	3.3	3.8	3.1	3.0
Children in Travel Party					
One or more children under 18 years old	30%	28%	45%	25%	23%
No children	70	72	55	75	77
Ages of Children in Travel Party					
<i>Younger than 6 years old</i>					
None	87%	90%	77%	88%	91%
One or more	13	10	23	12	9
<i>6 to 11 years old</i>					
None	85%	89%	74%	86%	87%
One or more	15	11	26	14	13
<i>12 to 17 years old</i>					
None	86%	84%	83%	90%	88%
One or more	14	16	17	10	12

*Less than 0.5%

Table B.2 (cont'd)
Travel Party and Trip Profile

2007-2008 Only

State Total		Region			
			North-central/ West	Southern	Northeast
Base:	June 2007 – May 2008 2023	Metro 925	403	396	299
Minnesota Pleasure Trips in Last 5 Years					
None	19%	32%	3%	15%	5%
1 trip	7	9	6	6	3
2 to 4 trips	25	21	35	21	26
5 to 10 trips	21	14	28	25	29
More than 10 trips	28	23	28	32	36
No Answer	1	*	1	1	1
Estimated Median Trips	4.9	3.2	6.0	6.5	7.6
Lodging:					
Paid Accommodations	77%	79%	78%	69%	82%
Hotel/Motel/Historic Inn	64	78	46	54	58
Resort	5	*	18	1	8
Vacation home/condo/cabin/houseboat you rented	1	*	3	*	3
Bed & Breakfast	*	1	*	1	*
In an RV at a campground	5	*	8	10	8
In a tent at a campground	2	-	2	3	5
Unpaid Accommodations	14%	12%	21%	14%	13%
Home of family or friends	12	11	15	13	9
Vacation home/condo/cabin/houseboat of family or friend	1	*	4	*	2
At your vacation home/condo/cabin/houseboat	1	*	2	*	2
At a campground with no fee	*	*	*	*	*
Day tripper	9%	9%	2%	17%	5%

*Less than 0.5%

Table B.2 (cont'd)
Travel Party and Trip Profile

2007-2008 Only

State Total		Region			
			North-central/ West	Southern	Northeast
Base:	June 2007 – May 2008 2023	Metro 925	403	396	299
Activities:					
<u>General (checked one or more below)</u>	<u>86%</u>	<u>86%</u>	<u>87%</u>	<u>82%</u>	<u>92%</u>
Dining out	74	77	71	71	75
Sightseeing or driving for pleasure	22	15	23	22	45
Nightlife or evening entertainment	19	20	24	14	13
Taking in city sites	17	20	13	12	20
Casino gaming	13	7	26	6	22
Driving on designated scenic byways	13	8	12	12	31
 <u>Shopping (checked one or more below)</u>	 <u>57%</u>	 <u>60%</u>	 <u>57%</u>	 <u>52%</u>	 <u>53%</u>
For gifts or souvenirs	28	25	33	24	34
General or mall shopping	25	24	30	26	17
At the Mall of America	20	34	8	10	3
Arts, crafts, or antiques	14	8	16	18	21
Outlet shopping	13	16	13	13	6
 <u>Participating In (checked one or more below)</u>	 <u>51%</u>	 <u>34%</u>	 <u>79%</u>	 <u>45%</u>	 <u>72%</u>
Pool swimming	18	15	32	14	13
Fishing	12	2	34	7	17
Hiking	11	5	9	8	38
Lake/river swimming	8	3	18	4	12
Wildlife viewing or bird watching	7	3	11	5	13
Golfing	6	2	16	4	7
Biking	5	2	10	5	10
Motor boating/water skiing	5	2	19	1	4
Canoeing	3	1	7	2	7
Downhill skiing/snowboarding	1	*	1	1	5
Hunting	1	*	3	2	2
Ice Fishing	1	*	3	1	1
Jet skiing	1	1	4	*	1
Off-road ATV driving	1	*	4	2	1
Snowmobiling	1	*	2	*	2
Cross-country skiing	*	*	*	*	1
Other Activity	15	14	14	19	18

*Less than 0.5%

**Table B.2 (cont'd):
Travel Party and Trip Profile**

2007-2008 Only

State Total		Region			
Base:	June 2007 – May 2008 2023	Metro 925	North- central/ West 403	Southern 396	Northeast 299
<u>Visiting (checked one or more below)</u>	<u>59%</u>	<u>54%</u>	<u>67%</u>	<u>58%</u>	<u>67%</u>
Friends or relatives	30	30	40	29	20
Amusement parks or carnivals	13	16	18	8	5
Historic sites	13	12	10	15	18
State or national parks	13	9	12	10	34
Other museums	12	15	6	11	10
Art museums	11	13	7	10	9
Indoor water parks	8	8	14	6	4
Indian areas	6	6	6	7	5
Outdoor water parks	5	5	6	8	2
Other attraction	15	14	12	18	19
<u>Attending (checked one or more below)</u>	<u>40%</u>	<u>45%</u>	<u>30%</u>	<u>44%</u>	<u>31%</u>
Fairs or festivals	8	6	6	12	11
Amateur sporting events	7	6	5	8	7
Popular music concerts or shows	5	7	3	5	4
Theater performances	4	6	1	4	1
Professional sporting events	4	7	3	1	*
Classical music concerts	1	2	1	1	1
Other events	17	18	16	20	11

*Less than 0.5%

Table B.3:
Travel Planning Sources

2007-2008 Only

	State Total	Region			
	June 2007 – May 2008 Base:	Metro 925	North- central/ West 403	Southern 396	Northeast 299
Internet	49%	62%	33%	40%	43%
Friends/relatives/co-workers	46	41	60	45	47
Brochure/travel guide	7	5	11	8	9
Newspaper/magazine	4	4	3	7	3
Airline/travel agency	3	5	1	2	1
Visitor/welcome center	2	2	3	1	2
TV/radio	2	2	3	2	2
Local tourism bureau	2	1	2	3	2
State Travel Office	1	1	2	*	2
Other	16	14	14	21	18

*Less than 0.5%

Note: This question was not included in the 2005-2006 study.

**Table B.4:
Demographic and Socioeconomic Profile**

2007-2008 Only

State Total		Season			
		June-August (Summer) 751	September- November (Fall) 490	December - March (Winter) 486	April-May (Spring) 296
Base:	June 2007 – May 2008 2023				
Age:					
18 to 24	8%	7%	11%	10%	5%
25 to 29	9	8	9	11	8
30 to 39	19	20	15	22	16
40 to 49	22	26	17	24	20
50 to 59	24	23	25	20	30
60 to 64	7	5	9	7	7
65 and older	10	9	14	6	12
No Answer	1	2	1	1	2
Average Age	45.5	45.1	47.1	42.9	47.8
Income:					
Less than \$25,000	8%	5%	15%	7%	4%
\$25,000 to \$34,999	8	8	9	8	8
\$35,000 to \$49,999	14	17	13	11	15
\$50,000 to \$74,999	21	20	26	17	20
\$75,000 to \$99,999	16	17	10	22	16
\$100,000 to \$124,999	11	12	9	13	13
\$125,000 to \$149,999	4	5	4	4	5
\$150,000 or more	9	10	5	12	9
No Answer	8	8	9	5	10
Estimated Median Income	\$69,500	\$71,900	\$58,500	\$79,000	\$72,400
Gender:					
Female	48%	53%	48%	43%	42%
Male	47	42	46	51	52
No Answer	6	5	6	6	6
Racial/Ethnic Background:					
White	91%	90%	91%	90%	92%
American Indian	2	2	1	2	2
Asian	2	2	1	2	2
Black	2	3	3	1	1
Hispanic	2	2	2	3	2
Other	1	1	2	2	1
No Answer	2	2	1	1	2

* Less than 0.5%

**Table B.4 (Cont'd):
Demographic and Socioeconomic Profile**

2007-2008 Only

	State Total	Season			
	June 2007 – May 2008 Base: 2023	June-August (Summer) 751	September- November (Fall) 490	December - March (Winter) 486	April-May (Spring) 296
Residence:					
United States	95%	93%	96%	95%	96%
Minnesota	42	37	42	37	60
Wisconsin	7	5	9	6	11
North Dakota	6	3	11	8	2
Illinois	4	4	4	3	1
Iowa	4	6	2	5	3
California	2	2	2	1	1
Michigan	2	2	1	3	2
Nebraska	2	2	2	2	*
South Dakota	2	2	2	2	1
Texas	2	2	1	3	*
Other state	15	18	13	18	7
State not specified	8	9	7	8	8
Canada	3	4	4	3	2
Another Country	1	1	*	2	3
No Answer	1	2	*	*	*
Residence by DMA:					
Minneapolis-Saint Paul	29%	28%	28%	25%	38%
Fargo-Valley City	8	4	16	11	4
Duluth-Superior	6	5	4	5	12
La Crosse-Eau Claire	3	2	4	2	5
Rochester-Mason City-Austin	3	2	4	4	5
Chicago	2	2	2	2	*
Sioux Falls (Mitchell)	2	3	2	2	1
Other DMAs	33	37	31	37	22

* Less than 0.5%

Note: States with responses less than 2% among the total sample have been aggregated into the "Other state" category.

Note: DMAs with responses less than 2% among the total sample have been aggregated into the "Other DMAs" category.

Table B.5:
Travel Party and Trip Profile

2007-2008 Only

	State Total	Season			
		June-August (Summer)	September- November (Fall)	December –March (Winter)	April-May (Spring)
Base:	June 2007 – May 2008 2023	751	490	486	296
Trip Purpose (multi-response):					
Vacation or short pleasure trip	57%	70%	58%	38%	52%
Personal (e.g., wedding, funeral, medical, etc.)	23	16	29	25	26
Business or work	15	10	9	29	16
Convention/conference	9	8	9	12	8
No Answer	*	*	1	*	*
Travel Party Size:					
1 person	18%	13%	16%	27%	17%
2 people	37	32	45	37	39
3 to 4 people	31	35	29	27	30
5 or more people	14	20	10	9	14
Average Travel Party Size	2.7	3.0	2.6	2.4	2.7
Total Trip Length of Stay:					
Daytripper	9%	6%	11%	6%	15%
1 night	20	14	20	23	32
2 nights	28	21	35	31	31
3 to 6 nights	32	40	27	35	19
7 or more nights	11	18	8	6	3
Average Nights (Excluding Daytrippers)	3.4	4.2	3.0	3.0	2.4
Children in Travel Party					
One or more children under 18	30%	44%	18%	22%	28%
No children	70	56	82	78	72
Ages of Children in Travel Party					
<i>Younger than 6 years old</i>					
None	87%	82%	92%	91%	87%
One or more	13	18	8	9	13
<i>6 to 11 years old</i>					
None	85%	77%	94%	89%	85%
One or more	15	23	6	11	15
<i>12 to 17 years old</i>					
None	86%	79%	91%	89%	88%
One or more	14	21	9	11	12

* Less than 0.5%

**Table B.5 (Cont'd):
Travel Party and Trip Profile**

2007- 2008 Only

	State Total June 2007 – May 2008 Base: 2023	Season			
		June-August (Summer) 751	September- November (Fall) 490	December – March (Winter) 486	April-May (Spring) 296
Minnesota Trips in Last 5 Years					
None	19%	24%	14%	22%	11%
1 trip	7	8	8	6	4
2 to 4 trips	25	25	25	25	20
5 to 10 trips	21	20	24	18	26
More than 10 trips	28	23	28	29	38
No Answer	1	1	1	*	*
Estimated Median Trips	4.9	4.2	5.4	4.6	7.8
Lodging:					
<u>Paid Accommodations</u>	<u>77%</u>	<u>79%</u>	<u>70%</u>	<u>83%</u>	<u>76%</u>
Hotel/Motel/Historic Inn	64	54	65	77	65
Resort	5	8	3	3	2
In an RV at a campground	5	12	*	*	3
In a tent at a campground	2	4	*	*	3
Vacation home/condo/cabin/ houseboat you rented	1	1	1	1	2
Bed & Breakfast	*	*	1	1	*
<u>Unpaid Accommodations</u>	<u>14%</u>	<u>14%</u>	<u>19%</u>	<u>12%</u>	<u>9%</u>
Home of family or friends	12	11	19	10	7
Vacation home/condo/cabin/ houseboat of family or friend	1	2	*	1	1
At your vacation home/condo/ cabin/houseboat	1	1	*	*	1
At a campground with no fee	*	*	*	*	*
<u>Day tripper</u>	<u>9%</u>	<u>6%</u>	<u>11%</u>	<u>6%</u>	<u>15%</u>

*Less than 0.5%

**Table B.5 (Cont'd):
Travel Party and Trip Profile**

2007-2008 Only

		Season			
		June-August (Summer)	September- November (Fall)	December – March (Winter)	April-May (Spring)
State Total					
June 2007 – May 2008					
Base:		751	490	486	296
2023					
Activities:					
<u>General (checked one or more below)</u>	86%	86%	86%	87%	84%
Dining out	74	73	73	81	71
Sightseeing or driving for pleasure	22	30	24	12	18
Nightlife or evening entertainment	19	15	26	22	11
Taking in city sites	17	23	15	13	10
Driving on designated scenic byways	13	18	16	5	8
Casino gaming	13	14	13	10	12
Viewing fall colors	6	2	22	*	*
For gifts or souvenirs	28	31	37	20	17
General or mall shopping	25	21	36	22	20
At the Mall of America	20	22	24	17	9
Arts, crafts, or antiques	14	13	25	6	8
Outlet shopping	13	11	25	8	9
<u>Visiting (checked one or more below)</u>	59%	69%	69%	40%	50%
Friends or relatives	30	28	47	22	24
State or national parks	13	15	24	2	10
Historic sites	13	13	26	5	5
Amusement parks or carnivals	13	19	21	2	3
Other museums	12	8	29	5	3
Art museums	11	8	26	5	3
Indoor water parks	8	7	18	4	5
Indian areas	6	3	19	1	*
Outdoor water parks	5	3	17	*	*
Other attraction	15	13	26	9	13
<u>Shopping (checked one or more below)</u>	57%	62%	61%	52%	44%
For gifts or souvenirs	28	31	37	20	17
General mall shopping	25	21	36	22	20
At the Mall of America	20	22	24	17	9
Arts, crafts, antiques	14	13	25	6	8
Outlet shopping	13	11	25	8	9

*Less than 0.5%

**Table B.5 (Cont'd):
Travel Party and Trip Profile**

2007-2008 Only

	State Total June 2007 – May 2008 Base: 2023	Season			
		June-August (Summer) 751	September- November (Fall) 490	December –March (Winter) 486	April-May (Spring) 296
<u>Participating In (checked one or more below)</u>	<u>51%</u>	<u>64%</u>	<u>48%</u>	<u>35%</u>	<u>47%</u>
Pool swimming	18	25	13	13	15
Fishing	12	21	6	*	16
Hiking	11	16	13	2	11
Lake/river swimming	8	18	2	*	4
Wildlife viewing or bird watching	7	11	5	2	4
Golfing	6	11	4	*	8
Biking	5	11	3	*	4
Motor boating/water skiing	5	12	2	*	3
Canoeing	3	6	1	*	2
Downhill skiing or snowboarding	1	*	*	4	*
Hunting	1	1	4	*	1
Ice Fishing	1	*	*	4	*
Jet skiing	1	3	1	*	1
Off-road ATV driving	1	2	2	1	1
Snowmobiling	1	*	*	3	*
Cross-country skiing	*	*	*	1	1
Other activity	15	15	19	14	12
<u>Attending (checked one or more below)</u>	<u>40%</u>	<u>39%</u>	<u>53%</u>	<u>31%</u>	<u>33%</u>
Fairs or festivals	8	13	8	2	3
Amateur sporting events	7	6	7	10	3
Popular music concerts or shows	5	5	11	1	5
Professional sporting events	4	6	3	2	4
Theater performances	4	3	6	4	3
Classical music concerts	1	1	2	1	1
Other events	17	14	24	14	18
No Answer	2	1	2	2	1

* Less than 0.5%

**Table B.6:
Travel Planning Sources**

2007-2008 Only

	State Total	Season			
	June 2007 – May 2008	June-August Summer	September- November Fall	December -March Winter	April-May Spring
Base:	2023	751	490	486	296
Internet	49%	49%	48%	54%	43%
Friends/relatives/co-workers	46	51	50	39	40
Brochure/travel guide	7	10	7	6	4
Newspaper/magazine	4	4	4	3	7
Airline/travel agency	3	3	1	6	3
Visitor/welcome center	2	3	1	3	2
TV/radio	2	3	3	1	2
Local tourism bureau	2	2	1	2	1
State Travel Office	1	1	1	*	1
Other	16	12	16	18	22

*Less than 0.5%

Note: This question was not included in the 2005-2006 study.

APPENDIX C

MINNESOTA'S TOURISM REGIONS



APPENDIX D:

COUNTIES WITHIN MINNESOTA'S TOURISM REGIONS

<u>Twin Cities Metro</u>	<u>Northeast</u>	<u>Northcentral/West</u>	<u>Southern</u>
Anoka	Aitkin	Becker	Big Stone
Carver	Carlton	Beltrami	Blue Earth
Chisago	Cook	Benton	Brown
Dakota	Isanti	Cass	Chippewa
Hennepin	Itasca	Clay	Cottonwood
Ramsey	Kanabec	Clearwater	Dodge
Scott	Koochiching	Crow Wing	Faribault
Washington	Lake	Douglas	Fillmore
Wright	Pine	Grant	Freeborn
	St. Louis	Hubbard	Goodhue
		Kittson	Houston
		Lake of Woods	Jackson
		Mahnomen	Kandiyohi
		Marshall	Lac qui Parle
		Mille Lacs	Le Sueur
		Morrison	Lincoln
		Norman	Lyon
		Otter Tail	McLeod
		Pennington	Martin
		Polk	Meeker
		Pope	Mower
		Red Lake	Murray
		Roseau	Nicollet
		Sherburne	Nobles
		Stearns	Olmsted
		Stevens	Pipestone
		Todd	Redwood
		Wadena	Renville
		Wilkin	Rice
			Rock
			Sibley
			Steele
			Swift
			Traverse
			Wabasha
			Waseca
			Watsonwan
			Winona
			Yellow Medicine



DPA Use Only

Dear Traveler:

Your visit to our area is very important to us. Please take a few moments to answer the following questions and return this questionnaire to the person who gave it to you. Your responses are very important. Please make your marks **INSIDE** the boxes or circles. Thank you very much.

1. What is your reason or reasons for visiting this area? *(Please mark all that apply.)*

- ☐ ₁ Vacation/short pleasure trip
- ☐ ₃ Convention/conference
- ☐ ₂ Personal (wedding, funeral, medical, etc.)
- ☐ ₄ Business/work

2. What source(s) of information did you use in planning your trip? *(Please mark all that apply.)*

- ☐ ₁ Internet
- ☐ ₄ Brochure/travel guide
- ☐ ₇ Friends/relatives/co-workers
- ☐ ₁₀ Other (specify):
- ☐ ₂ Newspaper/magazine
- ☐ ₅ TV/radio
- ☐ ₈ Local tourism bureau
-
- ☐ ₃ State Travel Office
- ☐ ₆ Airline/travel agency
- ☐ ₉ Visitor/welcome center

3. **While on this trip**, which of the following activities will members of your travel party participate in? *(Please mark all that apply.)*

General:

- ☐ ₁ Casino gaming
- ☐ ₂ Dining out
- ☐ ₃ Driving on designated scenic byways
- ☐ ₄ Nightlife/evening entertainment
- ☐ ₅ Sightseeing/driving for pleasure
- ☐ ₆ Taking in city sites
- ☐ ₇ Viewing fall colors

Attending:

- ☐ ₈ Classical music concerts
- ☐ ₉ Fairs or festivals
- ☐ ₁₀ Popular music concerts/shows
- ☐ ₁₁ Professional sporting events
- ☐ ₁₂ Amateur sporting events
- ☐ ₁₃ Theater performances
- ☐ ₁₄ Other events

Participating in:

- ☐ ₁₅ Biking
- ☐ ₁₆ Canoeing
- ☐ ₁₇ Golfing
- ☐ ₁₈ Fishing
- ☐ ₁₉ Hiking
- ☐ ₂₀ Motor boating/water skiing
- ☐ ₂₁ Off-road ATV driving
- ☐ ₂₂ Pool swimming
- ☐ ₂₃ Lake/river swimming
- ☐ ₂₄ Jet skiing
- ☐ ₂₅ Wildlife viewing/bird watching
- ☐ ₂₆ Hunting
- ☐ ₂₇ Cross-country skiing
- ☐ ₂₈ Downhill skiing/snowboarding
- ☐ ₂₉ Ice fishing
- ☐ ₃₀ Snowmobiling
- ☐ ₃₁ Other activity

Visiting:

- ☐ ₃₂ Amusement parks/carnivals
- ☐ ₃₃ Art museums
- ☐ ₃₄ Other museums
- ☐ ₃₅ Friends or relatives
- ☐ ₃₆ Historic sites
- ☐ ₃₇ Indian areas
- ☐ ₃₈ Indoor water parks
- ☐ ₃₉ Outdoor water parks
- ☐ ₄₀ State/national parks
- ☐ ₄₁ Other attraction

Shopping:

- ☐ ₄₂ For gifts or souvenirs
- ☐ ₄₃ Outlet shopping
- ☐ ₄₄ Arts, crafts, antiques
- ☐ ₄₅ At the Mall of America
- ☐ ₄₆ General/mall shopping

4. How many nights **in total** do you intend to stay in either this town or city or the immediate surrounding area on this trip? *(Please write in the boxes provided.)*

of Nights in total:

5. How many nights have you already spent in this area on this trip? *(Please write in the boxes provided.)*

of Nights already spent:

6. Are you staying overnight (either last night or tonight)...

In paid accommodations:

- ☐ ₁ At a hotel/motel/historic inn
- ☐ ₂ At a Bed and Breakfast
- ☐ ₃ At a vacation home/condo/cabin/houseboat you rented
- ☐ ₄ At a resort (cabin/other indoor unit)
- ☐ ₅ In an RV at a campground
- ☐ ₆ In a tent at a campground

In accommodations with no charge:

- ☐ ₇ At the home of family or friend
- ☐ ₈ At vacation home/condo/cabin/houseboat of a family or friend
- ☐ ₉ At your vacation home/condo/cabin/houseboat
- ☐ ₁₀ At a campground with no fee

7. **Not** including this trip, how many times in the **last 5 years** have you taken a pleasure trip in Minnesota?

- ☐ None ☐ 1 ☐ 2 to 4 ☐ 5 to 10 ☐ More than 10

8. Including yourself, how many people are in your immediate travel party? *(Please do **not** include your entire group if traveling on an escorted group tour, on business, or attending a convention/conference.)*

in Immediate Travel Party:

9. How many of those people are...

Younger than 6 yrs old

6-11 yrs old

12-17 yrs old

Adults

10. Please tell us the amount ***you and your immediate travel party*** spent during ***the past 24 hours in this area*** in each of the following categories listed below. A few examples for each category are provided. If you have just arrived in this area, please estimate your expenses for the next 24 hours.

Spending Category		Amount Spent
a.	Lodging and Camping Accommodations (Fee FOR ONE NIGHT) If you have not paid yet, estimate one night's cost.	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/>
b.	Food and Beverages (meals, snacks, groceries, beer/wine/liquor "by the drink")	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/>
c.	Liquor Purchases (beer/wine/liquor "by the bottle")	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/>
d.	Sport Fees (outfitters, guides, gear rentals, greens fees, lift tickets)	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/>
e.	Events Admissions (sporting events, popular concerts, festivals)	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/>
f.	Cultural Performance Admissions (tickets for theater, opera, classical concerts, dance)	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/>
g.	Other Evening Entertainment (movies, clubs, lounges, etc.)	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/>
h.	Historic/Cultural Site Admissions (historic homes, sites, museums, exhibitions)	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/>
i.	Other Sightseeing/Attractions (tours, admissions)	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/>
j.	Shopping - Tourist (gifts, souvenirs, antiques, arts and crafts)	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/>
k.	Shopping - General (clothing, personal or household items)	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/>
l.	Ground Transportation (gasoline, parking, local bus, taxi, car rentals)	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/>
m.	Lottery Tickets (scratch-off tickets, Powerball, etc.)	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/>
n.	Gaming (gambling and legal betting activity)	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/>
o.	Licenses/Registrations/Permits (fishing, hunting, ATV, snowmobile, trail pass)	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/>
p.	All other, please explain:	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/>

Now, a few questions for classification purposes only:

11. What is your age, please?

12. What is your total annual household income before taxes?

- ☐ ₁ Less than \$25,000
 ☐ ₃ \$35,000 – \$49,999
 ☐ ₅ \$75,000 – \$99,999
 ☐ ₇ \$125,000 – \$149,999
☐ ₂ \$25,000 – \$34,999
 ☐ ₄ \$50,000 – \$74,999
 ☐ ₆ \$100,000 – \$124,999
 ☐ ₈ \$150,000 or more

13. Are you: ☐ Male ☐ Female

14. Are you: *(Please mark all that apply.)*

- ☐ American Indian ☐ Asian ☐ Black ☐ Hispanic ☐ White ☐ Other

15. Are you currently a resident of:

- ☐ ₁ United States
Current Home Zip Code:
- ☐ ₂ Canada ☐ ₃ Another country

For validation purposes only. we will randomly contact participants to verify their answers. Results will not identify you with your answers and all answers will be reported in total. Your personal information will never be sold or used for marketing. Please provide us with the following information.

Name: _____ **Phone Number: ()** _____